



## GLOBAL INFORMATION CENTER

The New \$100 Note

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U.S. DEPARTMENT OF TREASURY

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### **U.S. CAMPAIGN INFORMING PEOPLE ABOUT THE NEW \$100 BILL**

WASHINGTON, D.C. -- The U.S. government is conducting a worldwide public education campaign to familiarize people with its newly designed \$100 bill, which includes advanced and proven protective features to stay ahead of evolving technology. The new bills are scheduled for global release in the first quarter of 1996.

The global education campaign is using pamphlets, posters, training videos, briefings and targeted advertising to reach the hundreds of millions of people who use U.S. currency. The U.S. Treasury has sent detailed materials to more than 200 U.S. diplomatic missions, whose representatives are already meeting with government officials, financial institutions and the business community, the media and the general public to inform them of the upcoming currency introduction. Millions of pieces of literature have been printed and distributed through the U.S. Information Service (USIS) in 20 languages.

In some countries, the USIS has translated materials into additional languages or dialects, including Latvian, Egyptian-Arabic and Tagalog. To further ensure that users of U.S. currency have quick access to information, the Treasury has established six global information centers to provide information and coordinate regional outreach.

"With two-thirds of all U.S. currency circulating outside the borders of the United States, we have a responsibility to educate those who put their trust in our currency," said Treasury Under Secretary John D. Hawke.

The Federal Reserve System's 12 banks and 25 branches are responsible for educating depository financial institutions in their respective regions about the new series currency. In November 1995, they began an extensive program of train-the-trainer seminars for institutions and serve as a regional source for informational materials that are useful for cash handlers and the general public.

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The Treasury's Bureau of Engraving and Printing has been producing and building an inventory of new \$100 notes since September 1995. Nearly 600 million notes have been already been printed. After shipment to Federal Reserve Banks across the United States, the enhanced Series 1996 notes will be introduced into global circulation as the older notes are returned to the Federal Reserve.

Both types of bills will be legal U.S. tender. The United States will not devalue either its older or new currency in any way. But people who exchange U.S. dollars outside the country should seek out currency handlers who have reputations for charging the fairest fees, U.S. officials advise.

"Holders of U.S. currency worldwide can rest assured that the U.S. government will not recall its currency," said Federal Reserve Board Chairman Alan Greenspan. "As older notes reach the Federal Reserve from depository institutions, they will simply be replaced by the newer notes. Both the old design and the new issue will be honored at full face value."

As new currency is being printed, the public education campaign is informing people around the world that the new bill design is intended to help U.S. currency maintain its edge against modern high-tech reprographic equipment such as color copiers, digital scanners, laser printers and computer publishing software.

"This is the first significant change in U.S. currency since 1928, but altering the design of bills to improve security and maintain their integrity is nothing new," said U.S. Treasurer Mary Ellen Withrow, who has been making public speaking appearances as part of the campaign. U.S. currency has changed more than 12 times since 1785. Withrow noted that the new currency will retain its distinctive "American" look, with size historical portraits and ink colors remaining the same. The cotton and linen paper will retain its unique crisp feel, Withrow said.

The new design will, however, include a number of other protective features, the most obvious being the enlargement of the portrait, which is also shifted to the left to accommodate a watermark. Microprinting and security threads, which first appeared in the 1990 series of U.S. bills, have been retained in the new currency.

Protective features for the new \$100 note include:

- o A watermark to the right of the portrait depicting the same historical figure as the portrait. The watermark cannot be copied and is visible only when held up to a bright light.
- o A security thread that will glow red when exposed to ultraviolet light. For added security, the thread will be in a unique position on each denomination.
- o Color-shifting ink. The number in the lower-right corner on the front of the note looks green when viewed straight on, but appears black when viewed at an angle.

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- o Microprinting in the numeral in the note's lower left-hand corner and on the coat of Ben Franklin in the bill's portrait.
- o Concentric fine-line printing in the portrait and on the back of the note. This type of printing is extremely difficult to copy.

The release of the new \$100 bill marks the first in the series of newly designed notes, which will be released at the rate of about one a year. Protective features may vary according to denomination. The \$100 bill will have a full package of enhanced features, while smaller notes may have fewer features. The greatest strength of the new note series is the accumulation of different protective elements.

More information about the redesigned U.S. currency is available by calling the Global Information Center at (202) 622-2970, or by requesting document 591 through the U.S. Treasury's interactive fax system at (202) 622-2040. Information is also available from the Treasury's Web site at <http://www.ustreas.gov/>.

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